



## FEE TRANSMITTAL FOR FY 2008

Effective on 9/30/2007. Fees pursuant to the Consolidated Appropriations Act, 2005 (H.R. 4818).

TOTAL AMOUNT OF PAYMENT (\$) 510.00

Information Known:

Application No. 09/898,600  
 Filing Date 7/3/01  
 First Named Inventor Gaub, et al.  
 Examiner Name Peng, F.  
 Art Unit 2623  
 Attorney Docket No. 80398.P448

Applicant claims small entity status. See 37 CFR 1.27.

### METHOD OF PAYMENT (check all that apply)

☒ Check ☐ Credit Card ☐ Money Order ☐ None ☐ Other (please identify)

### Deposit Account

Deposit Account Number : 02-2666

Deposit Account Name: \_\_\_\_\_

☒ The Director is Authorized to do the following with respect to the above-identified Deposit Account:

- ☒ Charge fee(s) indicated below.
- ☒ Charge any additional fee(s) or underpayment of fee(s) during the pendency of this application.
- ☐ Charge fee(s) indicated below except for the filing fee
- ☒ Credit any overpayments.
- ☒ Any concurrent or future reply that requires a petition for extension of time should be treated as incorporating an appropriate petition for extension of time and all required fees should be charged.

Warning: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

### FEE CALCULATION

#### 1. BASIC FILING, SEARCH, AND EXAMINATION FEES

Large Entity		Small Entity		Fee Description		Fees Paid (\$)
Fee Code	Fee (\$)	Fee Code	Fee (\$)			
1011	310	2011	155	Utility application filing fee	1,030/515	
1111	510	2111	255	Utility search fee		
1311	210	2311	105	Utility examination fee		
1012	210	2012	105	Design application filing fee	440/220	
1112	100	2112	50	Design search fee		
1312	130	2312	65	Design examination fee		
1013	210	2013	105	Plant filing fee	680/340	
1113	310	2113	155	Plant search fee		
1313	160	2313	80	Plant examination fee		
1004	810	2004	405	Reissue filing fee	1,940/970	
1114	510	2114	255	Reissue search fee		
1314	620	2314	310	Reissue examination fee		
1005	210	2005	105	Provisional application filing fee		
SUBTOTAL (1)						<u>\$0.00</u>

**2. EXCESS CLAIM FEES****Fee Description****Large Entity**      **Small Entity**

Fee	Fee	Fee	Fee
Code	(\$)	Code	(\$)
1202	50	2202	25
1201	210	2201	105
1203	370	2203	185
1204	210	2204	105
1205	50	2205	25

**Fee Description**

Each claim over 20

Each independent claim over 3

Multiple dependent claims, if not paid

Reissue: each claim over 20 and more than in the original patent

Reissue: each independent claim more than in the original patent

	<u>Extra Claims</u>	<u>Fee</u>	<u>Fees Paid (\$)</u>
<b>Total Claims</b> _____ - 20 or HP = _____	X	_____	= _____
HP = highest number of total claims paid for, if greater than 20			
<b>Independent Claims</b> _____ - 3 or HP = _____	X	_____	= _____
HP = highest number of independent claims paid for, if greater than 3			
<b>Multiple Dependent Claims</b> _____		_____	= _____

SUBTOTAL (2) \$ 0.00**3. APPLICATION SIZE FEE**

If the specification and drawings exceed 100 sheets of paper (excluding electronically filed sequence or computer listings under 37 C.F.R. 1.52(e)), the application size fee due is \$250 (\$125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).

<u>Total Sheets</u>	<u>Extra Sheets</u>	<u>Number of each additional 50 or fraction thereof</u>	<u>Fee from below</u>	<u>Fees paid (\$)</u>
_____ - 100 = _____	/ 50 = _____	(round up to whole number)	X \$ _____	_____

**Large Entity**      **Small Entity**

Fee	Fee	Fee	Fee
Code	(\$)	Code	(\$)
1081	260	2081	130
1082	260	2082	130
1083	260	2083	130
1084	260	2084	130

**Fee Description:** Application size fee for each additional group of 50 sheets beyond initial 100 sheets (count spec & drawings except sequences & program listings):

Utility

Design

Plant

Reissue

SUBTOTAL (3) \$ 0.00

**FEE CALCULATION (continued)****4. OTHER FEE(S)**

				<u>Fees Paid (\$)</u>																																																																																																																																																																																																			
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<table border="0"> <thead> <tr> <th colspan="2"><u>Large Entity</u></th> <th colspan="2"><u>Small Entity</u></th> <th></th> </tr> <tr> <th>Fee Code</th> <th>Fee (\$)</th> <th>Fee Code</th> <th>Fee (\$)</th> <th><u>Fee Description</u></th> </tr> </thead> <tbody> <tr> <td>1051</td> <td>130</td> <td>2051</td> <td>65</td> <td>Surcharge - late filing fee or oath</td> </tr> <tr> <td>1052</td> <td>50</td> <td>2052</td> <td>25</td> <td>Surcharge - late provisional filing fee or cover sheet</td> </tr> <tr> <td>1053</td> <td>130</td> <td>1053</td> <td>130</td> <td>Non-English specification</td> </tr> <tr> <td>1812</td> <td>2,520</td> <td>1812</td> <td>2,520</td> <td>For filing a request for ex parte reexamination</td> </tr> <tr> <td>1813</td> <td>8,800</td> <td>1813</td> <td>8,800</td> <td>Request for inter parties reexamination</td> </tr> <tr> <td>1804</td> <td>920*</td> <td>1804</td> <td>920*</td> <td>Requesting publication of SIR prior to Examiner action</td> </tr> <tr> <td>1805</td> <td>1,840*</td> <td>1805</td> <td>1,840*</td> <td>Requesting publication of SIR after Examiner action</td> </tr> <tr> <td>1251</td> <td>120</td> <td>2251</td> <td>60</td> <td>Extension for reply within first month</td> </tr> <tr> <td>1252</td> <td>460</td> <td>2252</td> <td>230</td> <td>Extension for reply within second month</td> </tr> <tr> <td>1253</td> <td>1,050</td> <td>2253</td> <td>525</td> <td>Extension for reply within third month</td> </tr> <tr> <td>1254</td> <td>1,640</td> <td>2254</td> <td>820</td> <td>Extension for reply within fourth month</td> </tr> <tr> <td>1255</td> <td>2,230</td> <td>2255</td> <td>1,115</td> <td>Extension for reply within fifth month</td> </tr> <tr> <td>1401</td> <td>510</td> <td>2401</td> <td>255</td> <td>Notice of Appeal</td> </tr> <tr> <td>1402</td> <td>510</td> <td>2402</td> <td>255</td> <td>Filing a brief in support of an appeal</td> </tr> <tr> <td>1403</td> <td>1,030</td> <td>2403</td> <td>515</td> <td>Request for oral hearing</td> </tr> <tr> <td>1451</td> <td>1,510</td> <td>1451</td> <td>1,510</td> <td>Petition to institute a public use proceeding</td> </tr> <tr> <td>1452</td> <td>510</td> <td>2452</td> <td>255</td> <td>Petition to revive - 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late filing fee or oath	1052	50	2052	25	Surcharge - late provisional filing fee or cover sheet	1053	130	1053	130	Non-English specification	1812	2,520	1812	2,520	For filing a request for ex parte reexamination	1813	8,800	1813	8,800	Request for inter parties reexamination	1804	920*	1804	920*	Requesting publication of SIR prior to Examiner action	1805	1,840*	1805	1,840*	Requesting publication of SIR after Examiner action	1251	120	2251	60	Extension for reply within first month	1252	460	2252	230	Extension for reply within second month	1253	1,050	2253	525	Extension for reply within third month	1254	1,640	2254	820	Extension for reply within fourth month	1255	2,230	2255	1,115	Extension for reply within fifth month	1401	510	2401	255	Notice of Appeal	1402	510	2402	255	Filing a brief in support of an appeal	1403	1,030	2403	515	Request for oral hearing	1451	1,510	1451	1,510	Petition to institute a public use proceeding	1452	510	2452	255	Petition to revive - unavoidable	1453	1,540	2453	770	Petition to revive - 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\*Reduced by Basic Filing Fee Paid

**SUBMITTED BY:**Typed or Printed Name: Sheryl Sue Holloway

Signature: \_\_\_\_\_

Date: APR 15, 2008Reg. Number: 37,850Telephone Number: 408-720-8300

Send to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450



Atty Docket No. 80398.P448

*Patent*

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE BOARD OF PATENT APPEALS AND INTERFERENCES**

In re Application of:	) Examiner: Peng, Fred H.
	)
Gauba, et al.	) Art Unit: 2623
	)
Application No. 09/898,600	) Confirmation No.: 1960
	)
Filed: July 3, 2001	)
	)
For: Interactive Decision-Making	)
Scenarios In An Audio/Video	)
Broadcast	)

Mail Stop Appeal Brief - Patents  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**APPEAL BRIEF UNDER 37 C.F.R. § 41.37**

This is an appeal to the Board of Patent Appeals and Interferences from the decision of the Examiner of Group 2623, dated November 15, 2007, in which claims 1, 2, 4, 5, 7-16, 18, 19, 21-29, 31, 32, and 34-38 in the above-identified application were rejected in a final Office Action. This Appeal Brief is hereby submitted pursuant to 37 C.F.R. § 41.37(a).

**I. REAL PARTY IN INTEREST**

The real party in interest is the assignee of the full interest in the invention, Sony Corporation, Tokyo, Japan, and Sony Electronics Inc., Park Ridge, New Jersey.

04/18/2008 LINDY L. 00000016 09898600

01 FC:1402

510.00 0P

## **II. RELATED APPEALS AND INTERFERENCES**

To the best of Appellant's knowledge, there are no appeals or interferences related to the present appeal that will directly affect, be directly affected by, or have a bearing on the Board's decision in the instant appeal.

## **III. STATUS OF THE CLAIMS**

Claims 1, 2, 4, 5, 7-16, 18, 19, 21-29, 31, 32, and 34-38 are pending in the application and were rejected in a final Office Action mailed November 15, 2007. Claims 1, 2, 4, 5, 7-16, 18, 19, 21-29, 31, 32, and 34-38 are the subject of this appeal. A copy of claims 1, 2, 4, 5, 7-16, 18, 19, 21-29, 31, 32, and 34-38 as they stand on appeal are set forth in Appendix A.

## **IV. STATUS OF AMENDMENTS**

No amendments to the claims have been made after receipt of the final Office Action mailed on November 15, 2007.

## **V. SUMMARY OF CLAIMED SUBJECT MATTER**

Appellant claims interactive decision making for content presentation in claims 1, 2, 4, 5, 7-16, 18, 19, 21-29, 31, 32, and 34-38. The citations to the specification are based on the application as originally filed.

Independent claim 1 claims a computerized method that generates an interactive list of content files for presentation to a user based on a profile of the user [Page 11, lines 19-22; Figure 5: 530]. The claimed method further receives a selection input command selecting a content file from the interactive list [Page 11, line 27 through page 12, line 2; Figure 5: 550], and retrieves a detailed profile of the user and content information associated with the selected content file [Page 12, lines 3-8; Figure 5: 560]. The method selects a play sequence for the selected content file based on the detailed profile and the content information [Page 12, lines 9-13; Figure 5: 570], presents the play sequence to the user [Page 12, lines 16-19; Figure 5: 575], and modifies the play sequence if further selection input is received from the user in response to presenting the play sequence [Page 12, line 27 through page 13, line 1; Figure 5: 590]. The selected content file is

claimed as comprising a plurality of content segments [Page 5, lines 14-15; Figure 2: 210-250], with each content segment having an associated segment information within the content information [Page 5, lines 15-17; Figure 2: 212-252]. The play sequence is claimed as comprising content segments linked together through the segment information [Page 5, lines 13-27].

Independent claim 12 claims an apparatus comprising a control module [Page 7, lines 13-19; Figure 3: 320] and a presentation module [Page 7, lines 19-21; Figure 3: 310]. The control module generates an interactive list of content files for presentation to a user based on a profile of the user [Page 8, lines 1-22; Figure 4: 402-407]. The control module further receives a selection input command selecting a content file from the interactive list [Page 9, lines 1-3; Figure 4: 409], and retrieves a detailed profile of a user and content information associated with a selected content file [Page 9, lines 17-18; Figure 4: 412]. The control module selects a play sequence for the selected content file based on the detailed profile and the content information [Page 9, line 29 through page 10, line 1; Figure 4: 414]. The presentation module presents the play sequence to the user [Page 10, lines 7-17; Figure 4: 415-416] and the control module modifies the play sequence if further selection input is received from the user in response to presenting the play sequence [Page 10, lines 18 through page 11, line 1; Figure 4: 471-418]. The selected content file is claimed as comprising a plurality of content segments [Page 5, lines 14-15; Figure 2: 210-250], with each content segment having an associated segment information within the content information [Page 5, lines 15-17; Figure 2: 212-252]. The play sequence is claimed as comprising content segments linked together through the segment information [Page 5, lines 13-27].

Independent claim 28 claims a computer readable medium containing executable instructions [Page 13, lines 13-16] which, when executed in a processing system, cause the system to generate an interactive list of content files for presentation to a user based on a profile of the user [Page 11, lines 19-22; Figure 5: 530]. The claimed instructions further cause the system to receive a selection input command selecting a content file from the interactive list [Page 11, line 27 through page 12, line 2; Figure 5: 550], and retrieve a detailed profile of the user and content information associated with the selected content file [Page 12, lines 3-8; Figure 5: 560]. The method causes the system to select a

play sequence of the selected content file based on the detailed profile and the content information [Page 12, lines 9-13; Figure 5: 570], present the play sequence to the user [Page 12, lines 16-19; Figure 5: 575], and modify the play sequence if further selection input is received from the user in response to presenting the play sequence [Page 12, line 27 through page 13, line 1; Figure 5: 590]. The selected content file is claimed as comprising a plurality of content segments [Page 5, lines 14-15; Figure 2: 210-250], with each content segment having an associated segment information within the content information [Page 5, lines 15-17; Figure 2: 212-252]. The play sequence is claimed as comprising content segments linked together through the segment information [Page 5, lines 13-27].

## **VI. GROUNDS OF REJECTION TO BE REVIEWED ON APPEAL**

I. Claims 1, 2, 4, 5, 7-16, 18, 19, 21-29, 31, 32, and 34-38 stand rejected under 35 U.S.C. § 103 over Sitnik, U.S. Patent 6,160,570, in view of Lawler, U.S. Patent 5,758,259.

## **VII. ARGUMENTS**

I. Claims 1, 2, 4, 5, 7-16, 18, 19, 21-29, 31, 32, and 34-38 are Patentable under 35 U.S.C. § 103 over the combination of Sitnik and Lawler.

Claims 1, 2, 4, 5, 7-16, 18, 19, 21-29, 31, 32, and 34-38 stand or fall together.

Claim 1 is the representative claim.

Sitnik discloses creating a play sequence from video segments selected according to a single user profile. Sitnik also discloses data packets containing alternate advertising images that are sent to digital television receivers. Each packet contains information specifying which country the alternate advertising image is intended for. The digital television receiver decomposes each packet, uses the country information to select the alternate advertising image for particular country in which the television is located, and discards the rest of the packets.

Lawler discloses an interactive television system that automatically selects programs to display based on a user profile.

The Examiner asserts that Sitnik's alternate advertising packets are equivalent to Appellant's play sequence that comprises content segments linked together through segment information associated with the content segments because Sitnik "display[s] different advertisement[s] based on the country information in each ad" [Final Office Action: page 4, lines 8-11, citing column 8, lines 35-40 of Sitnik].

However, the cited section of Sitnik does not teach or suggest that the country information can be used to link either the data packets, or the alternate advertising images in the packets, together in a play sequence. The cited section is taken from a paragraph in Sitnik that describes the alternate advertising images [column 8, lines 35-52], but there is also nothing in the rest of the paragraph that teaches or suggests that the country information can be used to link the data packets or the alternate advertising images together in a play sequence. Indeed, the last sentence at lines 49-52 of column 8 states that all but one of the data packets are discarded by the receiver. Thus, only a single alternate advertising image can be shown to the user, not a play sequence of linked content segments as claimed by Appellant. Moreover, column 8, lines 35-52 of Sitnik does not teach or suggest that the country information can be used to link the alternate advertising image and the video segments together in a play sequence.

Furthermore, Sitnik as a whole does not even suggest that the video segments can be linked together in a play sequence using any information equivalent to Appellant's claimed segment information, which is contained in content information associated with the content file for the content segments. Therefore, Sitnik cannot be properly interpreted as disclosing Appellant's claimed element in which a play sequence comprises content segments linked together through segment information associated with each content segment.

Because Lawler also fails to disclose the play sequence as claimed by Appellant, the combination of Sitnik and Lawler cannot be properly interpreted as rendering obvious Appellant's invention as claimed in claim 1. Therefore, claims 1, 2, 4, 5, 7-16, 18, 19, 21-29, 31, 32, and 34-38 are patentable over the combination of Sitnik and Lawler.



### VIII. CONCLUSION

Because neither Sitnik nor Lawler disclose each and every limitation of Appellant's invention as claimed in claims 1, 2, 4, 5, 7-16, 18, 19, 21-29, 31, 32, and 34-38, Appellant respectfully requests the Board reverse the rejections of the claims under 35 U.S.C. § 103, and direct the Examiner to enter a Notice of Allowance for claims 1, 2, 4, 5, 7-16, 18, 19, 21-29, 31, 32, and 34-38.

#### **Fee for Filing a Brief in Support of Appeal**

Enclosed is a check in the amount of \$510.00 to cover the fee for filing a brief in support of an appeal as required under 37 C.F.R. §§ 1.17(c) and 41.37(a).

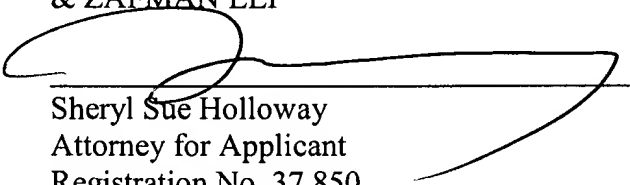
#### **Deposit Account Authorization**

Authorization is hereby given to charge our Deposit Account No. 02-2666 for any charges that may be due. Furthermore, if an extension is required, then Appellant hereby requests such extension.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR  
& ZAFMAN LLP

Dated: April 15, 2008



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## CLAIMS APPENDIX

1. (Previously presented) A computerized method comprising:
  - generating an interactive list of content files for presentation to a user based on a profile of said user;
  - receiving a selection input command selecting a content file from said interactive list;
  - retrieving a detailed profile of said user and content information associated with said selected content file;
  - selecting a play sequence of said selected content file based on said detailed profile and said content information, said selected content file comprising a plurality of content segments, each content segment having associated segment information within said content information, and wherein said play sequence comprises content segments linked together through said segment information;
  - presenting said play sequence to said user; and
  - modifying said play sequence if further selection input is received from said user in response to presenting said play sequence.
2. (Original) The method according to claim 1, further comprising:
  - receiving an explicit input command from said user, said explicit input command requesting a change in said play sequence of said selected content file;
  - selecting a modified play sequence of said selected content file based on said explicit input command; and
  - presenting said modified play sequence to said user.
3. (Cancelled)
4. (Original) The method according to claim 1, wherein said selected content file further comprises audio/video data.

5. (Original) The method according to claim 1, wherein said content information associated with said selected content file further comprises a description of said selected content file and news related to said selected content file.

6. (Cancelled)

7. (Previously presented) The method according to claim 1, wherein said selecting further comprises:

processing said segment information of said each content segment and said detailed profile of said user to match said segment information with said detailed profile; and

selecting a predetermined number of content segments from said plurality of content segments in a predetermined order to form said play sequence.

8. (Original) The method according to claim 2, wherein said play sequence further comprises a predetermined number of content segments of said selected content file in a predetermined order and said modified play sequence further comprises said predetermined number of content segments in a modified order requested by said explicit input command.

9. (Previously presented) The method according to claim 1, further comprising:

selecting advertising material based on said detailed profile of said user; and

presenting said advertising material to said user together with said play sequence of said selected content file.

10. (Original) The method according to claim 2, wherein said explicit input command further requests presentation of at least one advertisement to said user.

11. (Original) The method according to claim 10, further comprising:

selecting said at least one advertisement based on said explicit input command;

and

presenting said at least one advertisement to said user.

12. (Previously presented) An apparatus comprising:

a control module to generate an interactive list of content files for presentation to a user based on a profile of said user, to receive a selection input command selecting a content file from said interactive list, to retrieve a detailed profile of a user and content information associated with a selected content file, and to select a play sequence of said selected content file based on said detailed profile and said content information, said selected content file comprising a plurality of content segments, each content segment having associated segment information within said content information, and wherein said play sequence comprises content segments linked together through said segment information; and

a presentation module to present said play sequence to said user, wherein said control module modifies said play sequence if further selection input is received from said user in response to presenting said play sequence.

13. (Previously presented) The apparatus according to claim 12, further comprising a storage module to store said detailed profile of said user and a plurality of content files including said selected content file.

14. (Original) The apparatus according to claim 12, wherein said control module further receives an explicit input command from said user, said explicit input command requesting a change in said play sequence of said selected content file, and further selects a modified play sequence of said selected content file based on said explicit input command.

15. (Original) The apparatus according to claim 14, wherein said presentation module further presents said modified play sequence to said user.

16. (Original) The apparatus according to claim 13, wherein said control module further retrieves said detailed profile of said user and said plurality of content files from said

storage module and selects at least one content file of said plurality of content files based on said detailed profile of said user.

17. (Cancelled)

18. (Original) The apparatus according to claim 12, wherein said selected content file further comprises audio/video data.

19. (Original) The apparatus according to claim 12, wherein said content information associated with said selected content file further comprises a description of said selected content file and news related to said selected content file.

20. (Cancelled)

21. (Previously presented) The apparatus according to claim 12, wherein said control module further processes said segment information of said each content segment and said detailed profile of said user to match said segment information with said detailed profile, and selects a predetermined number of content segments from said plurality of content segments in a predetermined order to form said play sequence.

22. (Original) The apparatus according to claim 14, wherein said play sequence further comprises a predetermined number of content segments of said selected content file in a predetermined order and said modified play sequence further comprises said predetermined number of content segments in a modified order requested by said explicit input command.

23. (Previously presented) The apparatus according to claim 12, wherein said control module further selects advertising material based on said detailed profile of said user and said presentation module further presents said advertising material to said user together with said play sequence of said selected content file.

24. (Previously presented) The apparatus according to claim 13, wherein said detailed profile of said user is stored in a profile storage area of said storage module.
25. (Original) The apparatus according to claim 13, wherein said plurality of content files is stored in a content storage area of said storage module.
26. (Original) The apparatus according to claim 14, wherein said explicit input command further requests presentation of at least one advertisement to said user.
27. (Original) The apparatus according to claim 26, wherein said control module further selects said at least one advertisement based on said explicit input command and said presentation module further presents said at least one advertisement to said user.
28. (Previously presented) A computer readable medium containing executable instructions which, when executed in a processing system, cause the system to perform a method comprising:
- generating an interactive list of content files for presentation to a user based on a profile of said user;
  - receiving a selection input command selecting a content file from said interactive list;
  - retrieving a detailed profile of a user and content information associated with said selected content file;
  - selecting a play sequence of said selected content file based on said detailed profile and said content information, said selected content file comprising a plurality of content segments, each content segment having associated segment information within said content information, and wherein said play sequence comprises content segments linked together through said segment information;
  - presenting said play sequence to said user; and
  - modifying said play sequence if further selection input is received from said user in response to presenting said play sequence.

29. (Original) The computer readable medium according to claim 28, wherein the method further comprises:

receiving an explicit input command from said user, said explicit input command requesting a change in said play sequence of said selected content file;

selecting a modified play sequence of said selected content file based on said explicit input command; and

presenting said modified play sequence to said user.

30. (Cancelled)

31. (Original) The computer readable medium according to claim 28, wherein said selected content file further comprises audio/video data.

32. (Original) The computer readable medium according to claim 28, wherein said content information associated with said selected content file further comprises a description of said selected content file and news related to said selected content file.

33. (Cancelled)

34. (Previously presented) The computer readable medium according to claim 28, wherein said selecting further comprises:

processing said segment information of said each content segment and said detailed profile of said user to match said segment information with said detailed profile; and

selecting a predetermined number of content segments from said plurality of content segments in a predetermined order to form said play sequence.

35. (Original) The computer readable medium according to claim 29, wherein said play sequence further comprises a predetermined number of content segments of said selected content file in a predetermined order and said modified play sequence further comprises

said predetermined number of content segments in a modified order requested by said explicit input command.

36. (Previously presented) The computer readable medium according to claim 28, wherein the method further comprises:

- selecting advertising material based on said detailed profile of said user; and
- presenting said advertising material to said user together with said play sequence of said selected content file.

37. (Original) The computer readable medium according to claim 29, wherein said explicit input command further requests presentation of at least one advertisement to said user.

38. (Original) The computer readable medium according to claim 37, wherein the method further comprises:

- selecting said at least one advertisement based on said explicit input command;
- and
- presenting said at least one advertisement to said user.



## **EVIDENCE APPENDIX**

None

## **RELATED PROCEEDINGS APPENDIX**

None